University of Colorado Denver

Copy Deck User's Manual

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Copy Deck Overview:

The copy deck is a Microsoft Word 2007 file that is used to create, edit and transfer Web site content among the Content Writer, Content Editor, Project Manager and Web Developer. A completed copy deck contains all the necessary content your Web Developer will need to build the respective page in MOSS.

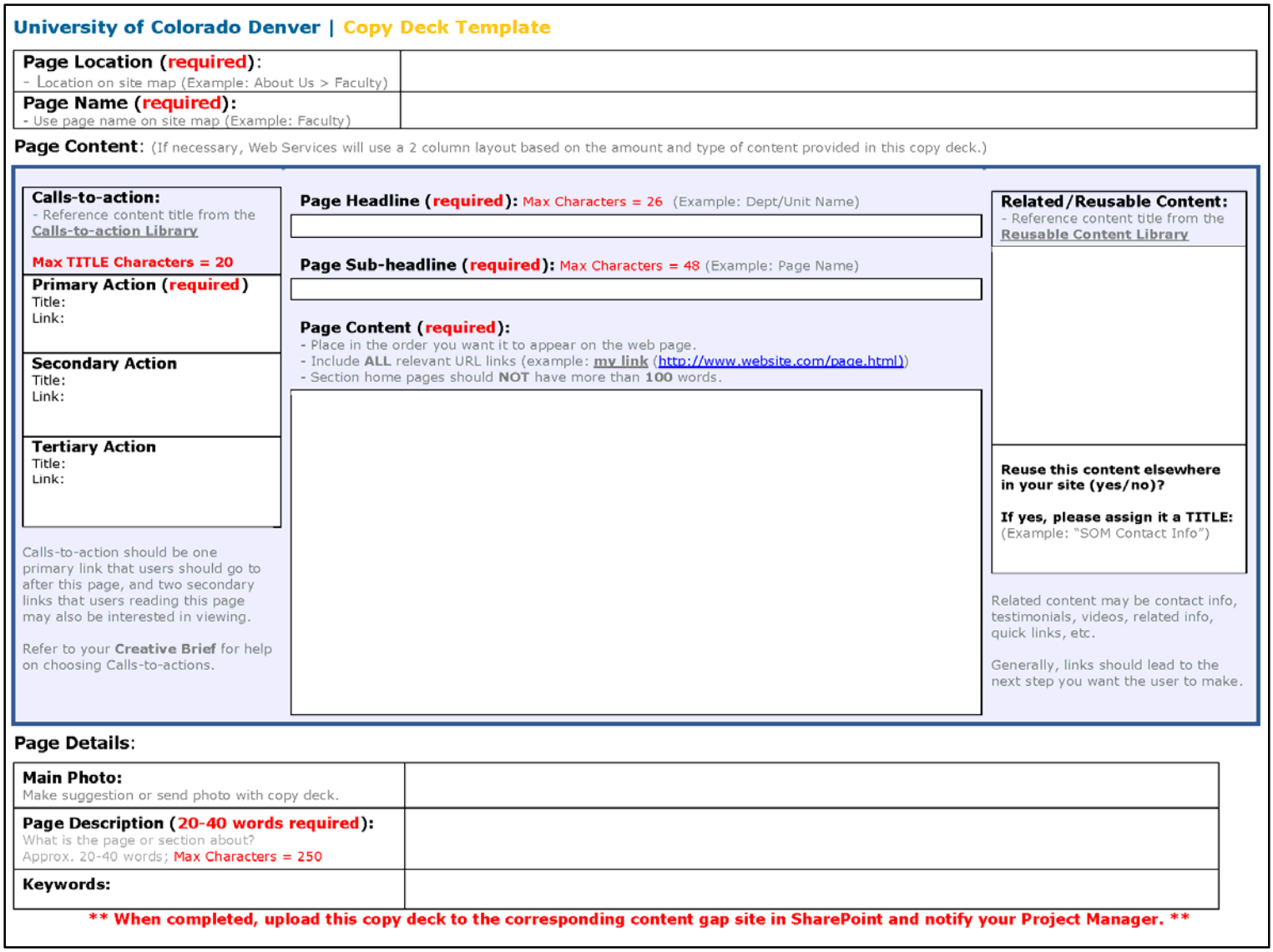
The Copy Deck Template was born in 2008 from collaboration between University Web Services and the Office of Integrated University Communications during the initial build-out of all top level pages of ucdenver.edu. The Copy Deck Template has been modified and improved upon several times based on feedback from those who have used the template during their own Web site build-out.

Any school, college or administrative unit that needs the assistance of UWS or OIUC must submit completed copy decks for every page of their new Web site. If you plan to coordinate and build your site without the assistance of UWS or OIUC then using copy decks and the processes outlined below are optional.

Copy Deck Template:

The Copy Deck Template is a MS Word file containing multiple text boxes that represent various elements of your web page. Download the Copy Deck Template and save it to your desktop.

Here is an example of the Copy Deck Template.



University of Colorado Denver | Copy Deck Template

Page Location (required): - Location on site map (Example: About Us > Faculty)	
Page Name (required): - Use page name on site map (Example: Faculty)	

Page Content: (If necessary, Web Services will use a 2 column layout based on the amount and type of content provided in this copy deck.)

Calls-to-action:
- Reference content title from the Calls-to-action Library

Max TITLE Characters = 20

Primary Action (required)
Title:
Link:

Secondary Action
Title:
Link:

Tertiary Action
Title:
Link:

Calls-to-action should be one primary link that users should go to after this page, and two secondary links that users reading this page may also be interested in viewing.

Refer to your **Creative Brief** for help on choosing Calls-to-actions.

Page Headline (required): Max Characters = 26 (Example: Dept/Unit Name)

Page Sub-headline (required): Max Characters = 48 (Example: Page Name)

Page Content (required):
- Place in the order you want it to appear on the web page.
- Include **ALL** relevant URL links (example: my link (http://www.website.com/page.html))
- Section home pages should **NOT** have more than **100** words.

Related/Reusable Content:
- Reference content title from the Reusable Content Library

Reuse this content elsewhere in your site (yes/no)?

If yes, please assign it a TITLE:
(Example: "SOM Contact Info")

Related content may be contact info, testimonials, videos, related info, quick links, etc.

Generally, links should lead to the next step you want the user to make.

Page Details:

Main Photo: Make suggestion or send photo with copy deck.	
Page Description (20-40 words required): What is the page or section about? Approx. 20-40 words; Max Characters = 250	
Keywords:	

**** When completed, upload this copy deck to the corresponding content gap site in SharePoint and notify your Project Manager. ****

Step-by-step Instructions

1. **Page Location: REQUIRED.** Where this page is located on your site map. Use '>' to indicate sub-pages within your site. Your Web Developer will use this to know where this page should exist within your new site.

Example:

Page Location (required):	About Us > Who We Are > Mission Vision Values

2. **Page Name: REQUIRED.** The exact page name as seen on your site map.

Example:

Page Name (required):	Mission Vision Values

3. **Page Headline: REQUIRED.** The name of the section or sub-section your page resides within your site. Refer to your site map for guidance. The Page Headline helps your visitor identify where they are within your site.

Requirement: *26 characters.*

Example: *Based on the Page Location example above, if writing the "Mission Vision Values" copy deck, the Page Headline should be "Who We Are".*

Page Headline (required): Max Characters = 26 (Example: Dept/Unit Name)
Who We Are

4. **Page Sub-headline: REQUIRED.** Enter the Page Name again here. However grammatical modifications should be made.

Copy Deck Example: *Instead of "Mission Vision Values" (as used for Page Name), enter "Mission, Vision and Values"*

Page Sub-headline (required): Max Characters = 48 (Example: Page Name)
Mission, Vision and Values

5. **Page Content: REQUIRED.** The main text that will appear directly under the sub-headline. Text should be segmented into short, easy to read sections. Use bullet points to summarize large amounts of content.

Requirements: *Highlight/**bold** text only intended to be a headline or sub-headline within your Page Content. Underline only text intended to be a link. Format links by underlining text followed by the URL or Page Location within brackets[].*

DO NOT *reference links or pages within your **OLD** site!*

Note: *Certain pages of your site are considered Section Pages – meaning they contain other sub-pages relevant to*

*that section. Section page copy decks must contain 50-100 words **max** within the Page Content. For more information please read the "Content Requirements" section of this manual.*

Copy Deck Example:

Page Content (required):
- Place in the order you want it to appear on the web page.
- Include **ALL** relevant URL links (example: **my link** (http://www.website.com/page.html))
- Section home pages should **NOT** have more than **100** words.

Mission

UC Denver is a diverse teaching and learning community that creates, discovers and applies knowledge to improve the health and well-being of Colorado and the world.

Vision

By 2020, UC Denver will be a leading public university with a global reputation for excellence in learning, research [http://www.ucdenver.edu/about/WhoWeAre/Research/Pages/index.aspx] and creativity, community engagement and clinical care.

Values

To be a university greater than the sum of its parts, UC Denver embraces excellence in:

- **Learning and Scholarship**
- **Discovery and Innovation**
- **Health and Care of Mind, Body and Community**
- **Diversity, Respect and Inclusiveness**
- **Citizenship and Leadership**

For more details view our Strategic Plan [About Us > StrategicPlan.PDF].

6. **Calls-to-action (CTA): REQUIRED.** Links to the next step your visitor should take or to commonly requested information. Indicate title links with exact **URL** or **page location** based on site map.

***Requirements:** At least one CTA is required per page. Titles must not exceed 20 characters, including spaces. Links outside your new site must have complete URL. Links inside your new site must contain exact location of linked page.*

Copy Deck Example:

Calls-to-action:
- Reference content title from the **Calls-to-action Library**

Max TITLE Characters = 20

Primary Action (required)
Title: Apply Now
Link:
http://ucdenver.edu/admissions/bachelors/freshman/Pages/Apply.aspx

Secondary Action
Title: Organization Chart
Link: *About Us > OrgChart.PDF*

Tertiary Action Title: NONE Link:

7. **Related/Reusable Content:** Brief information or set of links related to the page topic. Content placed in this section will appear within bordered spotlight boxes in either the left or right column of your web page. This content may also be reused in other pages of your site if indicated properly.

Requirements: *25-50 words max. If you wish to reuse this content elsewhere in your site assign it a title that can be easily referenced later.*

Copy Deck Example:

Related/Reusable Content: - Reference content title from the **Reusable Content Library**
Quick Links: **Parking & Maps** **[**http://ucdenver.edu/about/departments/FacilitiesManagement/ParkingMaps/Pages/ParkingMaps.aspx**]** **Org Chart [About Us > OrganizationChart.PDF]**
Reuse this content elsewhere in your site (yes/no)? YES **If yes, please assign it a TITLE: "About Us – Quick Links"** (Example: "SOM Contact Info")

8. **Main Photo:** If you have a specific photo for this page list its file name. You may also suggest a theme for the main photo. All photos referenced in your copy decks must be sent to your Project Manager in either a zip file or DVD.

Copy Deck Example: *"myimagefilename.jpg" - Send file to your Project Manger upon completing the copy deck.*

Main Photo: Make suggestion or send photo with copy deck.	Use "myimagefilename.jpg" if it fits, or else a different shot of downtown campus in winter.

9. **Page Description: REQUIRED.** A brief summary of the page content. 20-40 words recommended. Your Web Developer will add the page description to the respective section (parent) page.

Requirements: *250 characters max, including spaces.*

Copy Deck Example:
"Learn about the people at UC Denver and how they create a diverse community of educators, students, alumni and health care providers." – The "Who We Are" page description as seen on the About Us page.

Page Description (20-40 words required): What is the page or section about? Approx. 20-40 words; Max Characters = 250	Learn about the people at UC Denver and how they create a diverse community of educators, students, alumni and health care providers.

10. **Keywords:** List out 1-3 words or phrases that describe the content and purpose of your page. The

words should be suited to what your visitors will likely type into a search box. This is a tool for the Content Writer and Editor to ensure the Page Content contains at least one occurrence of these key words or phrases.

Copy Deck Example:

Keywords:	*"Application", "Business Degree", "MBA"*

Content Requirements

There are certain content requirements for each copy deck based on the structure of your Web Site. These requirements are identified by the MOSS web page templates your Web Developer will use to build your site. Currently are three main MOSS template styles: Home Page, Section Page and Content Page. Your Web Developer will choose one of these templates when building your page from a copy deck.

While we have decided to utilize one copy deck template that could be applied to each MOSS template, there are certain requirements you need to be aware of when writing your copy decks. These requirements are based on where your page falls within the site map.

Home Page

The first page a visitor sees when viewing your site, the home page should be a snapshot of your site and a portal into the main sections of your site. The home page should contain links to some of the most commonly requested items of you site. Your site will have only one Home Page.

Specific Copy Deck Requirement:

- **Page Content:** 50-100 words **max** overview paragraph
- **Calls-to-actions:** 2-3
- **Related/Reusable Content:** Contact Information

Example Pages:

- Student Housing
- Facilities Management
- Center for Faculty Development

Section Page

These are the top level sections of your site AND any sub-section page within those sites. Because Section Pages are also designed to be a portal into deeper information, only a brief overview paragraph is needed for the Page Content of your copy deck.

In the following site map outline, About Us, Who We Are and Admissions are all Section Pages.

- ***About Us (section page)***
  - ***Who We Are (section page)***
    - *Staff Profiles*
    - *Mission Vision Values*
  - *History*
  - *Contact Us*
- ***Admissions (section page)***
  - *Bachelor Students*
  - *Transfer Students*

Specific Copy Deck Requirement:

- **Page Content:** 50-100 words **max** overview paragraph
- **Calls-to-actions:** 1-3

- **Page/Section Description:** 20-40 words (250 characters max) summarizing section content and purpose (**do not** simply restate the section name)

Note: On the lower half of all Section Pages your Web Developer will add the Page Names and Descriptions of all respective sub-section pages within that site. Based on the above outline, your Web Developer would add the Page Name and Description for the Who We Are section, the History and Contact Us pages below the overview paragraph on the About Us section page. The Admissions Section Page would contain its overview paragraph followed by the Page Name & Description for Bachelor Students and Transfer Students.

Example Pages:

- Facilities Projects
- Admissions
- Academics

Content Page

These are the interior destination pages of your site. Content Pages should contain the real substance of your site. There is not a strict limit of text within Content Pages although your text should be segmented, easy to read and specific to one subject matter.

MOSS has a 3-Column and 2-Column Content Page template. It is up to your Web Developer to decide which style best suites the content for that page.

Content Pages can contain a variety of interactive features that make it easier for visitors to find and digest your information. You Web Developer will decide what features to implement based on the content within each copy deck.

Specific Copy Deck Requirement:

- **Page Content:** Less is more. Keep it well organized and easy to read
- **Calls-to-actions:** 1-3
- **Page Description:** 20-40 words (250 characters max) summarizing page content and purpose (**do not** simply restate the page name)

Example Pages:

- Mission, Vision and Values (3-Column)
- Bachelor's Degree Programs (2-Column with tabbed degree table)
- Find a Club (2-Column with accordion contact list)

DOs & DON'Ts

- **DO** use your **site map** when creating copy decks.
- **DO** watch for **CHARACTER LIMITS** marked in copy deck.
- **DO** place the **parent site/section name** in the **Page Headline** field.
- **DO** place the **page name** in the **Page Sub-headline** field.
- **DO** include at least **1 Call-to-action**.
- **DO** reference **ALL Links OUTSIDE** your Web site with Underlines **AND** the **full URL** (example: "…My Link [http://www.website.com/page.html]…").
- **DO** reference **ALL Links WITHIN** your Web site with Underlines **AND** the **site map location** (example: "…My Link [About Us>Mission page]…").
- **DO** segment your text into **small** paragraphs and **bullet points** (makes it easier to read).
- **DO** write a Page Description that summarizes the purpose and content of the page.
- **DO** burn all referenced **PDFs** and **Images** to a **DVD** and send to your Project Manager.

- **DON'T** reference links to your **OLD** Web site. Find the page on your **site map** and reference that **location** (example: "[About Us>Mission page]".
- **DON'T** use more than **100 words** on **section home** pages (a section home page is any page that contains child pages).
- **DON'T** forget a Call-to-Action.

Frequently Ask Questions:

What is a copy deck?

The copy deck is a Microsoft Word 2007 file that is used to create, edit and transfer Web site content among the Content Writer, Editor and Web Developer. A completed copy deck contains all the necessary content your Web Developer will need to build the respective page in MOSS.

Why should I use a copy deck?

The use of copy decks enables content writers to create Web site content quickly and efficiently without prior knowledge of MOSS. The copy deck layout is similar to the web page templates in MOSS. Thus, it is easier for a web writer to envision their content as it would appear in MOSS than it would be using a standard Word document.

Likewise, your web developer needs to know exactly where every piece of content belongs within each page in MOSS. Copy decks are designed to organize your text so your web developer will know where to place your content.

Bypassing copy decks often leads to miscommunication between the content writers and web developers, causing frustration and delays for both parties.

Who creates copy decks?

The Content Writer is responsible for adding all necessary content to each copy deck.

Web content writers will be given access to a copy deck template (MS Word file) which they can save to their computer and duplicate for every page within their site.

Does every page in my new Web site need a copy deck?

Yes, at least during the initial build-out of your site in MOSS. If your site map shows 50 pages then you will need to create 50 copy decks, one for each page.

Copy decks may also be employed for maintenance updates after your site is launched in MOSS. However content writers and web developers may also use copy decks to update sites already launched in ucdenver.edu.

Do I need a copy deck for pages that are not part of my own Web site?

No. Copy decks are only required for pages **within** your own Web site. Copy decks are not needed for links to pages outside your own Web site.

Do I need to create a copy deck for PDF files?

No. Copy decks are not needed for PDF files. However you will need to send your Web Developer all PDF files referenced within your copy decks.

What file name should I give my copy deck?

The content writer should give each copy deck a file name that corresponds with the respective web page. The file name should include the location of that page relative to the home page of their site. Example: *AboutUs-WhoWeAre-MissionVisionValues.docx*

Do NOT include any of the following special characters in your file name:

* Asterisk
< > [ ] Brackets
= Equal sign
+ Plus sign
“ Quotes
\ / Slashes
, . : ; Comma, Period, Colon, Semicolon, ? Question Mark
& Empersend

Should I create copy decks for all of my pages at once or by section?

Create copy decks section-by-section. Establish a timeline to complete each section of your site. Do not attempt to complete all copy decks on the same day – no matter how small your site. Completing copy decks section-by-section will help you stay focused and on schedule.

What section of my site map should I work on first?

We recommend starting with a small section of your site map, one that contains only 2-4 pages. Starting with a small section will prevent potential errors being repeated through the remainder of your site.

What should I do after completing a section of copy decks?

First, contact your Web Site Project Manager to determine if you will be using either Outlook or SharePoint to review, edit and ultimately transfer copy decks to your Web Developer.

Upon completing copy decks for each page within a **single** section of your site (i.e. the About Us section) you will either upload those to their respective area in SharePoint or email them to your Content Editor.

How long does it take before my content is added to our new Web site?

It takes about 8 weeks from the time you create a section of copy decks to when that section is completed in MOSS.
Here is the typical process:

Week 1: Section-1 copy decks sent to Content Editor
Week 2: Content Editor reviews and edits copy decks
Week 3: Content Writer approves Section-1 edits
Week 4: Web Developer adds Section-1 copy deck content to MOSS web pages
Week 5: Image Editor submits prepped images for Section-1 to Web Developer – who then adds to MOSS
Week 6: Content Writer, Editor and Project Manager reviews Section 1 pages in MOSS
Week 7: Web Developer applies final edits to Section 1 pages in MOSS
Week 8: Project Manager approves Section 1 pages in MOSS

Once all sections of your sites are approved in MOSS your Web Developer will work with University Web Services to schedule a launch date and follow the Web Site Launch Itinerary established by UWS.